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IN THE
UNITED STATES
PATENT AND TRADEMARK
OFFICE



Application Number	09/520,798
Filing Date	March 8, 2000
First Named Inventor	Richard ROTHKOPF
Group Art Unit	2162
Examiner Name	John L. Young
Attorney Docket Number	2470-104

Title of the Invention: INCREMENTAL PROMOTION FOR ELECTRONIC COMMERCE

AMENDMENT

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the first Office action mailed January 23, 2002, please amend the subject patent application as follows.

In the Claims:

Cancel claims 14 and 22.

--1. (Amended) An electronic commerce apparatus for offering a promotional award to a visitor of an electronic commerce site, comprising:

a connection to a distributed communication network;
a promotional awards storage area, including a customer identifier storage that contains unique identification information for each visitor to said site, and a visitor parameter storage that contains information pertaining to prior visits to said site by visitors identified in said customer identifier storage; and

an awards rule storage that stores rules for crediting awards to visitors of said site according to information stored in said visitor parameter storage;

wherein a visitor of said site is granted a promotional award by retrieving visitor parameter information from said visitor parameter storage corresponding to customer identification information stored in said customer identifier storage in response to visitor identification information provided to said apparatus upon visitor access to said site, and applying retrieved visitor parameter information to award crediting rules retrieved from said awards rule storage.

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